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WHY AFRICAN BUSINESSES BREAK WHEN THEY START TO GROW

L – LEVERAGE **GOVERNANCE**
FOR SUSTAINABLE GROWTH



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01

THE PROBLEM ISN'T GROWTH — IT'S CHAOS BEHIND THE SCENES

- ✓ No clear roles
- ✓ No written processes
- ✓ Founder doing everything
- ✓ Decisions made on the fly



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02

**GOVERNANCE = STRUCTURE
+ ACCOUNTABILITY**

- ✓ Clear responsibilities
- ✓ Systems that scale
- ✓ Performance reviews
- ✓ Risk + ethics checks

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03

THE ZER WAY

SCALE FRAMEWORK: L IS FOR LEVERAGING GOVERNANCE



✓ We help you build the systems that keep your business strong as it grows.

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04

IS YOUR BUSINESS SCALE
READY?

Take the free SCALE Your Business
Scorecard NOW

3 minutes.
Real clarity.

